

**Mr. Kwanza Hall**, City councilman representing District 2 in Atlanta, Georgia

## **Creative Cities – Tourism and Urban Revitalization**

How can a city become recognizable, eventful, favorable and appealing both for the tourists and its citizens? Which role culture, arts and creative industries can play in this? What is the link between competitive identity and strategic tourism policy making? How to create, coordinate, implement and evaluate such complex strategies? How to safeguard identities despite of market demands? How to balance and meet the needs and interests of diverse stakeholders?

In today's interconnected and tourism driven world, it is becoming increasingly important to make a place more attractive, emotionally appealing and eventful in order to create a distinguished destination. The panel will discuss two strategies of using culture and creative industries in making this happen - the strategy of branding a destination and the strategy of festivalisation. These strategies open new economic, social, cultural and political opportunities, but create some new risks and challenges.